

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT CREATIVE, INC.

Ad No. 494-Flapper-Rag, No. 9180-1 page-4 color sheet-8 1/2 x 11 1/2 inches-National Magazine, 1974

(C)



1. At the Cherrytown Charleston Contest of '27, Sarah Hasky claimed her cigarette holder helped her keep her balance. It also gave her a cleaner taste.



2. No need for a cigarette holder today. You've got Parliament. The recessed filter cigarette with the filter tucked back, away from your lips.



3. With Parliament all you taste is rich, clean flavor. Never the filter. And that's a step in the right direction.

Parliament. The recessed filter cigarette.

It works like a cigarette holder works.



Large 10 mg "tar," 1.0 mg. nicotine—
100's 1.1 mg. "tar," 1.2 mg. nicotine
per cigarette, FTC Paper Cigs 73

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.



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